

The listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims**

Claim 1 (currently amended): A computer-implemented method of using a computerized virtual business model to transact business for a product, comprising:

providing a plurality of computer-implemented virtual alliances for the manufacture and distribution of the product;

providing a plurality of computer-implemented virtual flows for enabling electronic communication between the plurality of virtual alliances for use in the manufacture and distribution of the product, the virtual flows having access to the virtual alliances at each stage of the manufacture and distribution of the product;

providing a contracting business for coordination among the virtual alliances; and  
using the contracting business to establish, via the virtual flows, control over the manufacture and distribution of the product by the plurality of virtual alliances.

Claim 2 (original): The method of claim 1 wherein the providing the plurality of virtual alliances includes providing a material alliance.

Claim 3 (original): The method of claim 1 wherein the providing the plurality of virtual alliances includes providing a manufacturer alliance.

Claim 4 (original): The method of claim 1 wherein the providing the plurality of virtual alliances includes providing a warehouse alliance.

Claim 5 (original): The method of claim 1 wherein the providing the plurality of virtual flows includes providing a material and product flow.

Claim 6 (original): The method of claim 1 wherein the providing the plurality of virtual flows includes providing an information flow.

Claim 7 (original): The method of claim 1 wherein the providing the plurality of virtual flows includes providing a financial flow.

Claim 8 (original): The method of claim 1 wherein the using the contracting business includes establishing configurable control points in the information flow for facilitating communications by the contracting business.

Claim 9 (original): The method of claim 6, further including establishing virtual regional hubs on the information flow for coordinating the manufacture and distribution of the product for customers in particular geographic locations.

Claim 10 (original): The method of claim 1 wherein the providing the plurality of virtual flows includes providing financial and information flows, and further including using the financial flow integrated with the information flow to automatically trigger financial transactions relating to the manufacture and distribution of the product.

Claim 11 (currently amended): A computer-implemented virtual business model to transact business for a product, comprising:

a plurality of computer-implemented virtual alliances for the manufacture and distribution of the product;

a plurality of computer-implemented virtual flows for enabling electronic communication between the plurality of virtual alliances for use in the manufacture and distribution of the product, the virtual flows having access to the virtual alliances at each stage of the manufacture and distribution of the product; and

a contracting business for coordination among the virtual alliances, wherein the contracting business establishes, via the virtual flows, control over the manufacture and distribution of the product by the plurality of virtual alliances.

Claim 12 (original): The virtual business model of claim 11 wherein the plurality of virtual alliances includes a material alliance.

Claim 13 (original): The virtual business model of claim 11 wherein the plurality of virtual alliances includes a manufacturer alliance.

Claim 14 (original): The virtual business model of claim 11 wherein the plurality of virtual alliances includes a warehouse alliance.

Claim 15 (original): The virtual business model of claim 11 wherein the plurality of virtual flows includes a material and product flow.

Claim 16 (original): The virtual business model of claim 11 wherein the plurality of virtual flows includes an information flow.

Claim 17 (original): The virtual business model of claim 11 wherein the plurality of virtual flows includes a financial flow.

Claim 18 (original): The virtual business model of claim 11, further including configurable control points in the information flow for facilitating communications by the contracting business.

Claim 19 (original): The virtual business model of claim 16, further including virtual regional hubs on the information flow for coordinating the manufacture and distribution of the product for customers in particular geographic locations.

Claim 20 (original): The virtual business model of claim 11 wherein the plurality of virtual flows includes financial and information flows, and further including financial transactions automatically triggered by the financial flow, integrated with the information flow, and relating to the manufacture and distribution of the product.